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## (54) SYSTEM AND METHOD FOR DIGITAL BROADCASTING, BROADCASTING TRANSMITTER AND BROADCASTING RECEIVER

(57)Abstract:

PROBLEM TO BE SOLVED: To promote the spread of digital broadcasting service.

SOLUTION: A digital broadcasting station 101 broadcasts contents for viewing time measurement, measures program viewing time by a receiving means 102 of a viewer using the contents and offers a service, corresponding to the measured time to the viewer. In the measurement of the viewing time the viewing time is converted into points and the service is offered according to the numerical value of the points. A point-storing step is performed by a system specially provided in the station 101 by using a multimedia encoding method with an XML(extensible markup language) as a basis.

